



NIGHT TERRORS HAUNTED WOODS WALK



Take Flight Adventures - 506 Route One, Kittery, ME 03904 Phone:(207)439-8838

2018 SPONSORSHIP OPPORTUNITIES

Background

Night Terrors Haunted Woods Walk is a professional, community Halloween attraction operating in partnership with Take Flight Aerial Adventure Park on Rt. 1 in Kittery. Night Terrors was started in 2001 by Steve Workman as a “home haunt.” It was a combination of his twisted imagination, community support and 100’s of dedicated volunteers working for over a decade to grow this event from a backyard in Kittery to its seventh season delivering a half of mile of twists, turns and screams at Take Flight.

What sets Night Terrors apart from profit-driven, professional haunts? We maintain a community-centered focus and rely almost exclusively on volunteer labor. The construction and operation of a haunted attraction is very costly. In fact, there is little difference between a large professional amusement park haunt and our professional community haunt, if you allow for scale, as we must address all the same issues, codes and incidental operating cost.

It would be impossible for Night Terrors to cover its expenses and maintain an affordable ticket price without the support of hundreds of volunteers, a small dedicated staff and its business sponsors. Each year countless volunteer hours go in to the construction, operation (40 people per night!) and cleanup. Without this volunteer support Night Terrors would not be able to operate.

Night Terrors Gives Back

Night Terrors success is directly related to our relationships within our local communities. We know that we cannot do this without the volunteer support and so we provide community service and internship opportunities in partnership with local schools and colleges. We also keep the charitable history of community haunted attractions alive by donating a percentage of ticket sales to organizations such as non-profits, schools and churches who commit a group of individuals to act in the haunt for one or more nights - the more they work, the more they earn! The unique nature of this event fosters teamwork and creativity in a fun setting. It is a truly enjoyable way of fundraising for dozens of local organizations. This is why Seacoast area groups continue to come back year after.

How You Can Be Involved

When approaching potential sponsors, Night Terrors seeks to develop a mutually beneficial relationship that maximizes your brand exposure and the success of our event. We have tiered sponsorship opportunities available, each with a set of sponsor benefits. Some benefits are exclusive, while others are shared by sponsors at similar levels. Night Terrors believes in creative sponsorships, not a cookie cutter approach. We want to work with you so if you have another idea of how we could structure our partnership please share it to see if we can arrive at a mutually beneficial arrangement.

Title Sponsor- \$1,500

Up to three spaces available with the following benefits:

- Business Logo on the event poster/postcard. This benefit available only to the 4 top sponsors if they commit prior to print deadlines. As Title Sponsor, your logo would be larger than Naming Sponsors.
- Listed as presenting sponsor on all NIGHT TERRORS advertisements.
- Top placement on the NIGHT TERRORS Website Sponsor Page
- A minimum of two Social Media Spotlights.
- Option to participate in the Dead Diners Club Card and in-house restaurant promotion.
- 10 passes for NIGHT TERRORS that can be distributed freely by York River Landing.
- Business name printed on all Night Terrors Entrance tickets.

Naming Sponsors- \$500

Up to three spaces available with the following benefits:

- Business name incorporated within one Night Terrors Haunted Walk set
- Logo and website link on both Take Flight and Night Terror's websites
- Logo printed on all Night Terrors Entrance tickets
- A minimum of one social media spotlight
- Five passes to the Night Terrors Haunted Woods Walk for your use/distribution

Dead Diners Club- \$100

Dead Diners Club is a unique way to bring more business to your restaurant. Night Terrors Haunted Walk Admissions Tickets will be Valid October – December 31st, 2018, for 20% off a purchase (food only) at your establishment. The fee collection to be a part of the Dead Diner Club will be used to aid in material printing costs.

Up to eight spaces available with the following benefits:

- Business name printed on all Night Terrors Entrance tickets.
- A minimum of one social media spotlight
- Three passes to the Night Terrors Haunted Woods Walk for your use/distribution

Volunteer Opportunities

Bring your staff or organization to volunteer and be an actor for an evening! Bring your office outside to bring screams, scares and fun to the community. All costumes and make-up provided. Additional information available upon request. Ten Nights available with the following benefits:

- A minimum of one social media spotlight
- Three passes to the Night Terrors Haunted Woods Walk for your use/distribution

Thank you for your time and your interest in Night Terror's Haunted Walk. We hope to work with you this season! If you would like additional information on the event or on sponsorship options, please contact Sarah Derick: Sarah@TakeFlightAdv.com or 207-439-8838 and ask for Sarah. Thank you again for your interest!



Sarah Derick
VP Operations
Take Flight Adventures



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2018 SPONSORSHIP FORM

Thank you again for your interest in Night Terror’s Haunted Woods Walk at Take Flight Adventures!
We would not be able to operate this community event without the support of local businesses and organizations. Thank you for your interest and you support.

If you would like additional information on the event or on sponsorship options, please contact Sarah Derick (Sarah@TakeFlightAdv.com) or call 207-439-8838 and ask for Sarah or Amanda.

Please fill out the information below and return to Take Flight Adventures.

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Name: _____

Contact Email Address: _____

Contact Phone Number: _____

Select Sponsorship level:

- Title Sponsor** - \$1,500
- Naming Sponsor** - \$500
- Dead Diners Club** - \$100
- Volunteer for a Night** – Requested Date (circle all that apply):

Please send a high-resolution JPEG or PDF copy of your company’s logo to: Sarah Derick at Sarah@TakeFlightAdv.com

Oct. 12 Oct. 13 Oct. 18 Oct. 19 Oct. 20 Oct. 25 Oct. 26 Oct. 27 Oct. 28 Oct. 30

Checks and forms can be mailed to:

Take Flight
Attn: Night Terrors
506 US Route 1
Kittery, ME 03904



Thank you again for your interest and support!